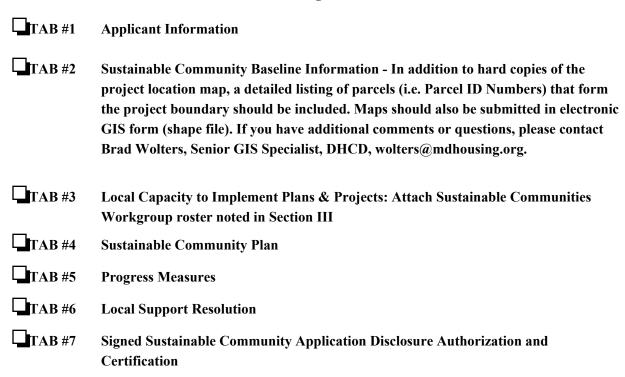# CHECKLIST & TABLE OF CONTENTS

APPLICANT: City of College Park

NAME OF SUSTAINABLE COMMUNITY: City of College Park

Please review the checklist of attachments and furnish all of the attachments that are applicable. Contents of the notebook should be tabbed and organized as follows:

☐ **TAB #1**   **Applicant Information**

☐ **TAB #2**   **Sustainable Community Baseline Information - In addition to hard copies of the project location map, a detailed listing of parcels (i.e. Parcel ID Numbers) that form the project boundary should be included. Maps should also be submitted in electronic GIS form (shape file). If you have additional comments or questions, please contact Brad Wolters, Senior GIS Specialist, DHCD, wolters@mdhousing.org.**

☐ **TAB #3**   **Local Capacity to Implement Plans & Projects: Attach Sustainable Communities Workgroup roster noted in Section III**

☐ **TAB #4**   **Sustainable Community Plan**

☐ **TAB #5**   **Progress Measures**

☐ **TAB #6**   **Local Support Resolution**

☐ **TAB #7**   **Signed Sustainable Community Application Disclosure Authorization and Certification**

All documents on this checklist are mandatory.
Failure to provide the requested document will automatically deny your application.

I. SUSTAINABLE COMMUNITY APPLICANT INFORMATION

Name of Sustainable Community: City of College Park

Legal Name of Applicant: City of College Park

Federal Identification Number: 52-0564508

Street Address: 4500 Knox Road

City: College Park   **County:** Prince George's   **State:** MD   **Zip Code:** 20740

Phone No: 240-487-3538   **Fax:** 301-887-0558   **Web Address:** www.collegeparkmd.gov

Sustainable Community Contact For Application Status:

Name: Terry Schum   **Title:** Director of Planning, Communit

Address: 4500 Knox Road   **City:** College Park   **State:** MD   **Zip Code:** 20740

Phone No: 240-487-3538 x   **Fax:** 301-887-0558   **E-mail:** tschum@collegeparkmd.gov

Person to be contacted for Award notification:

Name: Terry Schum   **Title:** Director of Planning, Co

Address: 4500 Knox Road   **City:** College Park   **State:** Mar   **Zip Code:** 20740

Phone No: 240-487-3538 x   **Fax:**   **E-mail:** tschum@collegeparkmd.gov

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II. SUSTAINABLE COMMUNITY BASELINE INFORMATION

Through this section, applicants will demonstrate that trends and conditions in homeownership, property values, employment, commercial and residential vacancy, community facilities and infrastructure, natural resources, the local business and residential districts show a need for new or continued revitalization reinvestment. Demographic data and trends provided by Applicants should support the choice of the proposed Sustainable Community Area boundary and help form a basis for needs and opportunities to be addressed through the initiatives and projects described in the Sustainable Community Action Plan (Section IV).

POINTS IN THIS SECTION WILL BE AWARDED BASED ON THE SC AREA'S NEED FOR REINVESTMENT AS EVIDENCED BY THOROUGH DESCRIPTIONS OF CURRENT CONDITIONS OR TRENDS (and will not be based upon current or planned revitalization activities which will be covered in Section IV).

A. Proposed Sustainable Community Area (s):

County: Prince George's

Name of Sustainable Community: City of College Park

Include boundary descriptions and a map of the Sustainable Community. In addition to hard copies of the of the project location map, a detailed listing of parcels (i.e. Parcel ID Numbers) that form the project boundary should be included. If possible, maps should also be submitted in electronic GIS form (shape file). If you have additional comments or questions, please contact Brad Wolters, Senior GIS Specialist, DHCD, Wolters@MdHousing.org

The City of College Park's Sustainable Community Designated Area is proposed to encompass the entire city, which includes approximately 3,481 acres. The four target areas are the Route 1 Corridor, the College Park Metro Station, the Hollywood Neighborhood Commercial District, and the Berwyn Neighborhood Commercial District.

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II. SUSTAINABLE COMMUNITY BASELINE INFORMATION

Approximate number of acres within the SC Area: 3,481.00

Existing federal, state or local designations (check all that apply):

☑ Community Legacy Area   ☑ Designated Neighborhood

☐ Main Street   ☐ Maple Street

☑ Local Historic District   ☑ National Register Historic District

☐ A & E District   ☐ State Enterprise Zone Special Taxing District

☐ BRAC   ☐ State Designated TOD

☑ Other(s):   ATHA Targeted Investment Zone

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II. SUSTAINABLE COMMUNITY BASELINE INFORMATION

Prior Revitalization Investments & Smart Growth:

(a) List and describe any significant State and local smart growth or revitalization related program investments (for instance, Community Legacy or SC Rehab Tax Credit) that have been invested in the Area since the launching of Maryland's Smart Growth initiative and programs in 1997 (including Housing investment). What impact have these investments made in the community? *(Answer Space 4,000 characters)*

The City of College Park has been a designated Community Legacy Area since 2002 and has received a total of $1,365,000 in grants and loans for 11 projects, including a recent award of $75,000 for Fiscal Year 2012 to demolish several vacant buildings on Route 1. Nine of these projects have been completed and closed out to date.

The City has worked closely with several partners on its US 1 revitalization efforts, including the Maryland-National Capital Park and Planning Commission (M-NCPPC), the University of Maryland, and private sector developers. M-NCPPC included funds in its fiscal year 2008 budget, at the City's request, to update the 2002 US 1 Corridor Sector Plan, which previously served as the City's Community Legacy Plan. The updated plan was adopted by the Prince George's County District Council on June 1, 2010.

A number of the City's Community Legacy projects have focused on the downtown area, including the municipal parking garage. Community Legacy loan funds were instrumental in the acquisition of two properties required for the construction of the garage and also helped to finance the design. The parking garage opened in the summer of 2009 and Ledo Restaurant, a locally-owned business, opened in the ground floor retail space. After a slow start, revenues from the garage began increasing in early 2010 and all loan funds will be repaid by 2025.

In 2004, the City received $210,000 in Community Legacy loan funds for the installation of pedestrian street lights along US 1 in downtown. These funds were followed by an investment of over $300,000 in Community Development Block Grant funds for lighting and other streetscape improvements in the downtown area. The City has also been awarded over $400,000 in Federal Economic Development Initiative funding to enhance downtown and visually connect it to proposed East Campus redevelopment.

The City closed out its Starlight/Lee Redevelopment Community Legacy project in 2009. The resulting project, known as The Enclave, is a mixed-use development combining retail and student housing that opened its first phase in August 2011. The first phase is valued at approximately $20 million.

The College Park City-University Partnership, in partnership with the College Park Housing Authority, launched the "Work Live College Park" program in July 2009 to provide home ownership assistance to members of the local workforce. To date, the program has been awarded $750,000 in State funds, over $10,000 worth of home counseling from Freddie Mac, and $10,000 from Capital One. The program has resulted in the conversion of eight houses from vacant, foreclosed properties to owner-occupied homes, of which five have been purchased at this point.

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II. SUSTAINABLE COMMUNITY BASELINE INFORMATION

(b) Describe any existing barriers to Smart Growth that may affect your jurisdiction or the proposed SC Area. For instance, does your area have higher development fees than outer "cornfields"?
(Answer Space 4,000 characters)

Since College Park is a primarily built out environment, the City is challenged with the need to redevelop or retrofit the suburban landscape in order to promote the principles of Smart Growth. The barriers include the following:

• The Route 1 corridor consists of a large number of properties, which are typically small and under the control of a significant number of property owners. Therefore redevelopment of the corridor requires negotiations with several owners, which results in lengthy acquisition attempts, higher purchase prices, lease buy-outs, demolition of existing buildings, and a generally more difficult endeavor than found in "outer" communities.

• Two key redevelopment areas, the Route 1 corridor and the College Park Metro Station, lie within the 100-year flood plain which impacts the design and cost of projects. Both areas are also impacted by the aviation policy areas in effect near the College Park Airport, which limits the height of buildings as a safety issue. The resulting lower density makes these areas more challenging to redevelopment, as the investors are limited on their potential return.

• US Route 1 is a State highway in need of reconstruction and streetscaping as it serves as the City's Main Street. Lack of funding has prevented this NEPA-approved planning project from moving forward.

•The City has requested that the State designate the College Park metro station as a Transit Oriented Development, but has gotten no response. Prince George's County has 15 metro stations but has not made development at the College Park station a priority despite owning land in the vicinity.

• Established single family neighborhoods abut the Route 1 Corridor Development District Overlay Zone requiring new development to be sensitive to potential impacts.

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II. SUSTAINABLE COMMUNITY BASELINE INFORMATION

B. Community Conditions: Strengths and Weaknesses

(1) Describe the strengths and weaknesses in the proposed Area's existing built environment. For example, what is the condition of housing? Are there underutilized historic buildings and cultural places? What is the condition and availability of community parks and recreational assets? Are there transportation assets? What is the current condition of community infrastructure such as roads and lighting? *(Answer Space 4,000 characters)*

STRENGTHS

* Existing neighborhoods with active civic associations
* Local and national historic districts
* Increasing supply of student housing
* Paint Branch Stream Valley Park and Lake Artemesia
* Neighborhood playgrounds
* Off-road bike trails
* Location inside beltway with easy access to I-95
* Access to two Metro stations, MARC
* Served by three bus systems
* Home of University of Maryland

WEAKNESSES

• Aging single-family housing stock
• Lack of housing type diversity
• Declining homeownership
• Lack of infrastructure investment in streets, sidewalks and lighting
• Main street (US 1) is a state highway in need of improvements
• Traffic congestion

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II. SUSTAINABLE COMMUNITY BASELINE INFORMATION

(2) Describe the Area's land use/zoning make-up (residential, commercial, industrial, and mixed-use). Is the current land use or zoning conducive to revitalization investment? *(Answer Space 4,000 characters)*

The City of College Park has a significant portion of its land use in public or quasi-public use including the University of Maryland, federal government buildings and religious institutions. The university campus is about 42% of the City's total land area and is mostly zoned R-R (rural residential) which is not indicative of the way it is built out with a dense array of residence halls, office buildings, classrooms, recreation facilities and network of streets. As a state institution, the University of Maryland is not required to comply with the Prince George's County Zoning Ordinance or obtain county or city building permits.

The City has 11 distinct residential neighborhoods primarily zoned R-55 (single-family) and R-18 (medium-density multifamily) and several new emerging mixed-use neighborhoods. Commercial land uses have traditionally been concentrated along the Route 1 corridor and in the Hollywood and Berwyn neighborhood commercial districts. Route 1 was rezoned from C-S-C (Commercial Shopping Center) to M-U-I (Mixed-Use-Infill) in 2001 specifically to promote its transformation from a strip commercial corridor to a boulevard with a series of walkable, mixed-use nodes. This rezoning has proven to be a powerful incentive for the private sector to invest in College Park. The small Berwyn neighborhood commercial district is zoned C-A (Commercial Ancillary) which is highly restrictive in terms of the types of uses permitted. A zoning text amendment is under discussion to update this zoning so that the many vacant storefronts can be leased.

There are three industrial sections in the City: Kropp's Addition east of the railroad tracks which was rezoned from I-1(Light Industrial) to M-X-T (Mixed-Use-Transportation) in 1997 based on its location across the street from the College Park Metro Station; the Berwyn industrial area also zoned I-1 and the Branchville industrial area zoned I-2 (heavy industrial). Kropp's Addition, despite the rezoning to M-X-T and inclusion in the Transit District Overlay Zone (TDOZ) has not seen any change. The City's vision is for this area to become a new mixed-use neighborhood. Amendments to the zoning are needed to remove restrictions on residential development and the City has requested the M-NCPPC to update the Transit District Development Plan (TDDP) for the area. The Branchville industrial area was part of the 2001 Greenbelt Metro Area Plan and recommendations call for the area to become medium to high density residential in the long term future.

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II. SUSTAINABLE COMMUNITY BASELINE INFORMATION

3) Describe strengths and weaknesses in basic features of community quality-of-life. For instance, is crime an issue for this SC Area? What is the condition and quality of educational choices available to the community? Are artistic, cultural, or community resources, events or facilities within or accessible to residents in the proposed SC Area? *(Answer Space 4,000 characters)*

STRENGTHS

• Public services rated good or excellent by residents
• Access to cultural and artistic resources of the University of Maryland including the Clarice Smith Performing Arts Center
• Active programming through the locally-run College Park Arts Exchange
• City contract police as supplement to Prince George's County and University of Maryland police

WEAKNESSES

• Poor quality of public school system
• Crime (real and perceived)
• Lack of planning and zoning authority
• Only one indoor community center (no swimming pool)

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II. SUSTAINABLE COMMUNITY BASELINE INFORMATION

C. Natural Resources and Environmental Impact: Strengths and Weaknesses

(1) Describe the strengths and weaknesses of the community's "natural environment." in or near the Sustainable Community Area. What is the current condition of key natural resources - lands, air, water, watersheds, tree canopy, other? If the community is located in a coastal zone, what risks might the community be subject to associated with climate induced sea level rise? *(Answer Space 4,000 characters)*

STRENGTHS

The City of College Park features a restored natural environment that is well-integrated with a sustainable built environment. The City is located in the Anacostia River basin, in the northern portion of the Potomac River basin, which ultimately flows into the Chesapeake Bay. The subwatersheds in the College Park area are the Paint Branch, Lower Northeast Branch, Upper Northeast Branch, Indian Creek, and Brier Ditch subwatersheds.

The Paint Branch stream system, a nontidal part of the waters of the State of Maryland, flows parallel to and west of US 1, passing from the Piedmont land region into the coastal plain.

Wetlands ring the perimeter of the City to the east (Indian Creek), west (Paint Branch Stream), and south (Guilford Run). The majority of the tree cover in the City exists within the wetland and floodplain areas of the Paint Branch stream system.

WEAKNESSES

Approximately 5 to 10% of the City's land area lies within the 100-year floodplain. The 100-year floodplain extends to portions of the Route 1 corridor and the area north of the College Park Metro Station, which constrains redevelopment in these target areas.

The Paint Branch, Lower Northeast Branch, Upper Northeast Branch, and Brier Ditch watersheds are rated as very poor, when measured according to the Benthic Index for Biological Integrity (IBI) for benthic invertebrates and habitat quality in 1999-2003 biological assessments. The Indian Creek watershed is rated as poor. The developed nature of College Park and the large amount of impervious surface, causes flood-related stream discharges and ultimately to stream channel instability that results in erosion. This untreated stormwater runoff from urban development is a major source of pollution to local streams, rivers, the Chesapeake Bay, and coastal bays along the State's shoreline.

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II. SUSTAINABLE COMMUNITY BASELINE INFORMATION

(2) Describe the strenths and weaknesses of any current efforts to reduce the community's "carbon footprint" or impact on the environment. Is recycling (commercial or residential) available to minimize waste? Are there current efforts to encourage the purchase and availability of fresh local food and other local products and services to the community? Describe any current energy or water conservation efforts that may be underway. If the community has not implemented one of the above initiatives, has the community identified a need or interest to pursue these or other efforts to reduce environmental impact, for instance through the new Sustainable Maryland Certified initiative? *(Answer Space 4,000 characters)*

STRENGTHS

The City's Strategic Plan for 2010 – 2015 includes the following goal, "Lead the community in environmental conservation, protection, restoration, and energy efficiency." Priorities include, "continue being a leader in 'leading edge' green programs and community education; provide more incentives for solar energy, reduced energy use in homes and businesses, composting, and community gardens; align new development with plans to protect and preserve natural resources; increase protection and preservation of natural resources, including cleaner air and water, tree replacement, mosquito control, care for wildlife, and park maintenance. "

The City has implemented a number of programs to reduce its environmental impact.
• Purchases wind power renewable energy credits (RECs) to offset 100% of its electricity usage.
• Is a member of ICLEI, Maryland Green Registry, and the EPA's Green Power Partner Leadership Club.
• Participates in Sustainable Maryland Certified.
• Promotes car pooling and transit use by staff.
• Encourages staff participation in energy efficient practices.
• Collects over 1,500 tons of vegetative yard waste each year.
• Recycles 20 – 30 tons of electronics each year.
• Recycles more than 1,400 tons of paper, plastic, metal, and glass each year.
• Established a farmers market.
• Completed a greenhouse gas emissions inventory, as well as building energy audits, for all City facilities and initiated a community emissions inventory.

WEAKNESSES

The City does not have mandatory recycling for single-family residences. The City also struggles with commercial recycling. Trash collection for commercial tenants is not handled by the City and is generally handled by private haulers, that may have different policies and fee structures. Commercial structures also have limited space, which constraints the ability to locate a dumpster for recyclables.

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II. SUSTAINABLE COMMUNITY BASELINE INFORMATION

(3) Describe the strengths and weaknesses of the jurisdiction's current stormwater management practices and how these may affect the proposed SC Area. Is redevelopment and retrofitting of infrastructure an issue or opportunity in this SC Area? Stormwater runoff is a significant source of pollution to Maryland's streams and the Chesapeake Bay. Buildings constructed before 1985 have little or no stormwater controls, and development between 1985 and 2010 have some controls. Updated stormwater regulations passed by Maryland's General Assembly in 2010 require that development and redevelopment projects utilize stringent stormwater controls. Sustainable Community Areas may have opportunities for redevelopment practices that can reduce stormwater flows. *(Answer Space 4,000 characters)*

STRENGTHS

All new development in the City must comply with all adopted county, state, and federal environmental regulations to prevent unnecessary runoff and pressure on the Paint Branch and the greater watershed.

The Sector Plan requires that new development within or abutting the Paint Branch buffer integrate underground or above-grade cisterns. Site grading, paving, and planting also shall be performed in such a way as to minimize off-site stormwater runoff. The Sector Plan prohibits suburban stormwater management measures, such as regional storage and drainage ponds.

The requirement for new development to comply with environmental regulations will ensure that stormwater runoff is minimized and the environmental impact of development is reduced moving forward.

The University of Maryland is working to protect water quality and to ensure compliance with state and federal regulations. The University's Department of Environmental Safety administers the Storm Water Management Program. The University of Maryland currently maintains two National Pollutant Discharge Elimination System Permits: an individual permit which is specifically tailored to controlling the University's discharge of wastewater to surrounding surface waters and a general permit which covers the discharge of storm water run-off from land, pavement, building rooftops and construction sites on campus.

WEAKNESSES

The City of College Park, including the University of Maryland, generally developed prior to the establishment of strong stormwater controls. This has resulted in a built environment that contributes to stormwater runoff and the pollution of the Anacostia watershed.

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II. SUSTAINABLE COMMUNITY BASELINE INFORMATION

D. Economic Conditions & Access to Opportunity: Strengths and Weaknesses

(1) Describe the jurisdiction's current economic strengths and weaknesses. For example, are there distinct economic drivers in the area or region that will affect access to job opportunities and the progress of the SC Plan? What are the main barriers to the Area's economic competitiveness? What is the current level of broadband access available to serve residents, businesses and public facilities? What efforts are currently in place to increase worker skills and employment? Describe trends in employment rates and business formation.
(Answer Space 4,000 characters)

STRENGTHS
• The City's primary economic driver is the University of Maryland, which is the flagship institution for the University System of Maryland. The institution is widely regarded as one of the nation's top research universities. The fall 2011 enrollment was 37,631 students, which consisted of 26,826 undergraduate students and 10,805 graduate students. Additionally, the University of Maryland employs over 13,000 faculty and staff members. In recent years the City has benefited from the university as several high-quality student housing developments have opened, which increased the city's tax base and attracted a variety of retailers. With multiple facilities around the City, including a 150-acre research park known as M Square, the University of Maryland is without question the City's primary job creator.

• The City is home to several other major employers including federal tenants such as the National Archives and Records Administration, the National Oceanic and Atmospheric Administration, the Food and Drug Administration, and the American Center for Physics. These tenants alone employ over 2,700 people. Private employers include retailers, such as Ikea, Home Depot, and Best Buy, and a variety of office and industrial businesses spread throughout the City.

• The City is home to one station (College Park)and adjacent to another station (Greenbelt) on the Washington Metropolitan Area Transit Authority's Green Line, which provides a direct connection to downtown Washington, D.C. Both of these stations also serve as stops on Maryland Transit Administration's MARC Camden Line, which provides a direct connection to Baltimore and Washington, D.C. While the transportation links are vital to connecting residents with jobs that exist throughout the metropolitan area, it also provides a growth opportunity for the City. The College Park metro station area is ripe for redevelopment as a transit-oriented neighborhood and is expected to be the focus of development efforts in the near future. This area will also be near six stations on the planned Maryland Transit Administration's Purple Line.

• The City is home to a well-educated population with 88.2% being a high school graduate or above, while 47.3% possess a bachelor's degree or higher, and 24.5% possess a graduate or professional degree.

• In the past year the City has enjoyed the opening of several exciting restaurants, which are energizing the retail scene and drawing visitors from around the region.

• The City enjoys a high level of broadband access for residents, businesses, and public facilities.

WEAKNESSES
• A primary barrier to the City's economic competitiveness is US Route 1, which suffers from traffic congestion, aging infrastructure, the dilapidated state of many buildings along the corridor, and the unappealing visual of overhead power lines.

• A significant number of the University's faculty and staff live outside the city and recent graduates routinely leave town.

• While the University of Maryland is a vital part of the City, retailers suffer from various long breaks associated with the college calendar. During these off-peak times, retailers see their revenue drop precipitously, which has resulted in the closure of numerous businesses.

• There is a need for new housing stock geared toward full-time residents.

• Revitalization plans are tied to private development, which has slowed given the tight credit market and economic uncertainty that persists today.

• Public schools in the area are ranked lowly, which drives many prospective residents to neighboring communities.

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II. SUSTAINABLE COMMUNITY BASELINE INFORMATION

(2) Describe the jurisdiction's housing market and access to affordable workforce housing. What are the trends in residential construction (rental and homeownership), homeownership rate, foreclosure rate and, property values. Describe how and whether your jurisdiction's prevailing housing costs - both homeownership and rental - are affordable to households below 120% AMI, 80% AMI and 50% AMI. What efforts are in place currently to house individuals, families and the disabled at or below the AMI levels described above? *(Answer Space 4,000 characters)*

The City's housing market, excluding properties on the University of Maryland campus, is comprised primarily of single-family houses and private student towers. Many of the single-family homes near the University are rented to groups of students, as this has become a profitable venture for property owners. In terms of the entire City, renter-occupied units now represent the majority of housing units with a 54.3% share. This rate has increased from 2000, when renter-occupied units represented a minority of housing units with a 42.8% share. In efforts to encourage owner-occupied homes, the City has implemented three programs in recent years: a Homeownership Grant Program, a Rent Stabilization Ordinance, and Work Live College Park.

The Homeownership Grant Program provides $5,000 in down payment and closing cost assistance to encourage the conversion of single-family rental properties to owner-occupied housing; to address the proliferation of short sales and foreclosed properties in the City; and to encourage police officers, career and volunteer firefighters, emergency medical technicians and city employees to make their homes in College Park. The recipient must agree to live in the property for a minimum of 5 years.

The Rent Stabilization Ordinance was adopted to regulate residential rent increases in the City of College Park and to protect tenants from unwarranted rent increases. The Ordinance includes all single-family dwellings, duplexes, triplexes, and quadraplexes. The Ordinance does not apply to other types of rental property, such as apartments, hotels, motels, fraternities and sororities.

The Work Live College Park program began in 2009, through a partnership between the College Park City-University Partnership and the College Park Housing Authority, to provide home ownership assistance to members of the local workforce. To date, the program has been awarded $750,000 in State funds, over $10,000 worth of home counseling from Freddie Mac, and $10,000 from Capital One. The program has resulted in the conversion of eight houses from vacant, foreclosed properties to owner-occupied homes, of which five have been purchased at this point.

According to 2010 U.S. Census Bureau data, the median value of homes in College Park is $365,300, which represents a 152% increase from the median value of $141,300 in 2000. During the same period of time, the median value of homes in the State of Maryland rose from $143,260 to $265,490, an increase of only 85.3%.

The trend of the past few years has been private sector student housing, but the City anticipates several market-rate apartment complexes to take form over the next few years as the next wave of development. These units will add a different mix to the current housing stock in College Park and provide opportunities for all income levels.

For individuals, families, and the disabled at or below the AMI levels provided in the question, the City has several housing opportunities available using HUD's Section 8 vouchers, as well as senior housing complexes using Low Income Housing Tax Credit programs. These communities, by definition, are also available to persons with disabilities. For our senior residents, the City has a seniors program that provides supportive assistance and advocacy services.

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II. SUSTAINABLE COMMUNITY BASELINE INFORMATION

(3) Describe the SC Area's demographic trends (with respect to age, race, household size, household income, educational attainment, or other relevant factors). *(Answer Space 4,000 characters)*

The City of College Park experienced significant growth between 2000 and 2010, as the population grew from 24,657 to 30,413, which represents a 23.3% increase. The demographics of the City shifted along the changes seen nationwide, as the Hispanic population rose from 5.5% in 2000 to 11.9% in 2010. During the decade, the City saw a slight decrease in the White (68.8% to 63.0%) and Black or African American population (15.9% to 14.3%), while the Asian population experienced significant gains from 10.0% to 14.3%. The median age of the population, which is greatly influenced by the student population, has decreased from 21.7 years in 2000 to 21.3 years in 2010.

During the past decade, the median household income rose significantly from $50,168 to $66,634. This increase is mirrored by a higher level of education attainment in 2010, as 88.2% of residents are high school graduates or higher compared to 87.6% in 2000, 47.3% possess a bachelor's degree or higher compared to 40.7% in 2000, and 24.5% possess a graduate or professional degree compared to 19.0% in 2000. These numbers are significantly higher than the County and State, as only 27.4% of county residents and 26.5% of state residents have at least a high school degree, 18.5% of county residents and 20.1% of state residents have a bachelor's degree, and 12.7% of county residents and 16.2% of state residents have a graduate or professional degree.

In terms of housing, the biggest change from 2000 to 2010 is the decline in homeownership. Renter-occupied units now represent the majority of housing units with a 54.3% share. This rate has increased from 2000, when renter-occupied units represented a minority of housing units with a 42.8% share. The City has seen a large increase in total units from 6,245 in 2000 to 8,212 in 2010. The jump in units is mainly attributed to the development of two private student housing towers and one market-rate apartment complex that opened during the decade. The household size also increased during the past decade from 2.65 in 2000 to 2.79 in 2010.

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III. LOCAL CAPACITY TO IMPLEMENT PLANS & PROJECTS

A. Organizational Structure:

Describe the Applicant's organizational structure. Specifically, which organizations are members in the Sustainable Communities Workgroup and who are the respective staff? Who are the leaders, and how will the Workgroup advisor or staff manage implementation of the SC Area Plan? *(Answer Space 4,000 characters)*

The City of College Park is an incorporated municipality with a Council/Manager form of government and six operational departments. In 1998, the College Park City-University Partnership (CPCUP) was established to bring the City and the University of Maryland together to address housing and commercial revitalization issues consistent with the interests of the City and university. The Board of Directors is comprised of the Mayor, two former Mayors, a City Council member, two Vice Presidents of the university, two Assistant Vice-Presidents, a representative of the Prince George's County Economic Development Corporation, a local banker, local land use attorney and a local architect. It is chaired by the State Senator from the 21st Legislative District and supported by an Executive Director and key staff from the city and university.

In the summer of 2011, the CPCUP created a Steering Committee and five Work Groups covering the following topic areas: education, public safety, transportation, housing and development and sustainability and engaged the consulting firm of U3 Ventures, LLC to assist with creating a shared comprehensive vision and strategies for College Park to become a premier college town by 2020. The Steering Committee and Work Groups brought together representatives from each of the major government partners (City, State, County and University) to build upon existing plans and develop a bold new integrated community development strategy for moving forward. The entire process is being coordinated by the CPCUP and involves engaging both the city and campus communities. To date, the "University District 2020 Vision" has been adopted by the College Park City Council and the University President and work is continuing on the detailed strategies and action steps.

The Steering Committee is headed by State Senator James Rosapepe and made up of the Chairperson of each of the five Work Groups as follows:
Education – University of Maryland School of Education Dean Donna Wiseman
Public Safety – University of Maryland Police Chief David Mitchell
Transportation – State Delegate Joseline A. Pena Melnyk
Housing and Development – Prince George's County Councilman Eric Olson
Sustainability – City of College Park Mayor Andrew Fellows

Each Work Group has 5-10 members who are experts in the topic area and likely to have key responsibilities associated with implementation. A complete roster of members is attached.

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III. LOCAL CAPACITY TO IMPLEMENT PLANS & PROJECTS

B.Organizational Experience:

Describe the Applicant organization's past experience in administering revitalization plans and projects. Describe the roles of the members of the Sustainable Communities Workgroup, including their experience in implementing revitalization initiatives. What are the strengths and challenges of the capacity of these groups with respect to implementation of the SC Plan? *(Answer Space 4,000 characters)*

The CPCUP Board of Directors is made up of key personnel (elected and appointed officials, staff) from the City, university and other public and private partners with experience in revitalization efforts. Furthermore, CPCUP has enlisted the help of government practitioners and other experts to serve on the Steering Committee and Work Groups. A prerequisite of participation is a commitment to the vision of making College Park one of the nation's best College Towns by improving all facets of quality of life. This commitment also extends to providing the necessary resources to ensure successful implementation. All government partners are being asked for a formal commitment of support including the City of College Park, University of Maryland, Prince George's County and the Maryland 21st District Delegation. The strength of the CPCUP's involvement is their ability to enlist stakeholders at the highest level in order to move efforts forward. This commitment must trickle down to all of the implementing agencies and staff as work on projects and activities will be done at all levels.

The City of College Park Department of Planning, Community and Economic Development has extensive experience in preparing and implementing revitalization plans and projects including grant writing and administration. The City designated the Route 1 Corridor as a Community Legacy area in 2001 and has received funding for land acquisition, demolition of blighted property, infrastructure improvements, streetscaping and other projects. The department has initiated visioning, market studies, design studies, transportation studies and tax increment financing studies to explore options and opportunities for redevelopment and has utilized programs under the Environmental Protection Agency's Smart Growth Program, the Washington Council of Government's Transportation Land Use Program and the Urban Land Institute's Technical Assistance Program to enhance limited local resources and investigate best practices. The department has been facile in obtaining millions of dollars of funding from a variety of sources including government funding at all levels.

The CPCUP was awarded $750,000 in state funds in 2009 to address the housing foreclosure problem in the city and developed and successfully administered the Work Live Program offering housing counseling, homeownership grants and purchasing and rehabilitating foreclosed properties. CPCUP is also a partner in the University of Maryland/Paint Branch Partnership which supports the local Paint Branch Elementary School through mentoring and enrichment programs.

Prince George's County particularly through the M-NCPPC and the Economic Development Corporation provides planning assistance and financial assistance, respectively with a long record of accomplishments.

The University of Maryland has a myriad of resources and talent and is currently reaching out and partnering with the city in an unprecedented manner. The recently adopted UM Facilities Master Plan acknowledges the symbiotic relationship between town and gown and addresses its place within and impact on the community in positive ways.

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III. LOCAL CAPACITY TO IMPLEMENT PLANS & PROJECTS

C. Public Input:

How did residents and other stakeholders in the community provide input to Action Plan described below in Section IV? *(Answer Space 4,000 characters)*

The Sustainable Community Action Plan is a compilation of several recent planning activities that are being brought together currently through the University District 2020 Vision. The various planning activities and associated public input are described below.

College Park Strategic Plan 2010 – 2015 (Action Plan updated annually)

The city is entering its third year of implementation under this strategic plan approved in August 2010. During this 9-month planning process, the city updated its mission and vision statement, adopted a set of core operating principles, conducted an environmental scan, developed priorities for city services and initiatives (transportation, community services, environment and sustainability, neighborhoods, economic development); and proposed goals and objectives under each priority supported by an annual implementation action plan. During the preparation of the strategic plan, the city reached out to residents and other stakeholders through the following activities:
• Three community focus groups
• Online resident survey
• Public hearing on draft Strategic Plan
• Public hearing on annual Action Plan

2010 Central US 1 Corridor Approved Sector Plan and Sectional Map Amendment

At the request of the city, the M-NCPPC initiated a plan update of the 2002 Route 1 Sector Plan with the active participation of the community including property owners, developers, residents and elected officials. During the course of this 18-month planning process, a six-day planning and design charrette was held as well as pre-and post-charrette workshops. In addition public input was solicited through a series of civic association and small stakeholder group meetings, information gathering sessions and two joint public hearings with the Prince George's County Planning Board and County Council.

US 1 Visioning Session

On November 19, 2011, the city held a one-day facilitated workshop to meet with stakeholders to discuss in detail the status of specific sites and projects along the Route 1 corridor and to solicit ideas about resident's preferences for some vacant buildings and properties. The session was attended by staff, residents, property owners, elected officials and local media. It was also broadcast live on local television and was available for viewing later on the city's website along with an online survey for those who couldn't attend the event in person. Through a mix of presentations and group discussions, information was shared and collected and a lot of specific ideas were generated for further use and follow-up. A written summary of the event including all input was provided by the facilitator.

University District 2020 Vision

This is the latest effort to coalesce a succinct vision and plan and develop an integrated community development strategy for the city and university working together along with other key partners. A vision plan was drafted by U3 Ventures based on the consensus work done by the Steering Committee and five Work Groups created by the College Park City-University Partnership. The vision plan was shared with constituents and stakeholders of the various members and feedback solicited over a period of several months. The final draft along with refined strategies and metrics to track progress is currently being presented for final endorsement.

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

A. Supporting existing communities & reducing environmental impacts.

(1) A community's approach to Smart Growth generally includes two inter-related areas of focus: encouraging reinvestment and growth in existing communities; and, discouraging growth that degrades natural resources, and farms and rural landscapes. *Broadly describe your jurisdiction's Smart Growth approach and any significant accomplishments made over the last decade or so.* (Answer Space 4,000 characters)

As a priority funding area and municipality within Prince George's County, the City of College Park is one of a handful of communities inside the beltway that represent the urbanizing area of the county. The City has embraced Smart Growth as a strategy and adopted a series of plans and tools to promote development while preserving and improving existing neighborhoods and greenways that form the backbone of the City. The main elements of the City's strategy are to promote residential and commercial infill development and redevelopment and higher density mixed-use development in areas well served by transit (buses and Metro). Sustainability is an underlying theme and goals include energy and water conservation, alternative energy production and emission controls and restoring the natural resources of the community. More specifically, the City's key strategies include:

• Encouraging transit-oriented development at the College Park Metro Station
• Creating mixed-use walkable nodes along the Route 1 corridor
• Providing a wide variety of housing options including increasing the number of University of Maryland faculty and staff living in the city
• Improving facilities to increase walking, biking and transit use
• Advancing school choice in the community and improving test scores for local schools
• Providing a safe and secure environment for residents, students, businesses and visitors
• Requiring green design for new development and preserving existing tree canopy

Since 2002, over 200 acres of land along the Route 1 corridor have been rezoned to the M-U-I (Mixed-Use-Infill) zone in order to facilitate redevelopment. This zone has proven to be a valuable incentive to the private sector by allowing significant increases in density when a mix of uses is provided. New design guidelines and standards and development review streamlining have also served to enhance the climate for development activity. Route 1 has seen a total of 1,600 housing units and 60,000 square feet of retail space built and another 1,000 units and retail space approved.

In the College Park/Riverdale Park Transit District Overlay Zone area, developers for the 10-acre WMATA site have been named and a joint development agreement is being negotiated. University of Maryland's Research Technology Park, M Square, has added 540,000 square feet of office development with another 145,000 square feet recently approved.

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

(2) Describe any major investments in community infrastructure -water, stormwater, sewer, sidewalk, lighting, etc. -- that must be undertaken in order to improve the readiness or competitiveness of the proposed SC Area for private investment and compliance (if applicable) with TMDL regulations. Addressing the stormwater during redevelopment can reduce the pollution entering our streams and contribution to the restoration of the Chesapeake Bay. Investments in infrastructure, generally, can be an important catalyst for new private investment in the community. *(Answer Space 4,000 characters)*

The entire City is served by existing water and sewer which has been adequate to meet the needs of new development. Other community infrastructure such as roads, sidewalks and lighting is in need of public investment. The City's local streets require annual funding to meet maintenance and repair needs and sidewalks are nonexistent in many neighborhoods. Investments have been made in the Downtown College Park streetscape and the Berwyn Commercial District but are needed in Hollywood and along Route 1. The lack of funding for the planned reconstruction of Route 1 is a major impediment to the successful revitalization of the corridor. As new development occurs, sidewalks and streetlights are added but a "complete street" is not possible to construct without a comprehensive design plan.

New development is required to meet the state's new stormwater regulations and will have a positive benefit on the community and watershed. A watershed study was completed recently by M-NCPPC with the financial participation of the university, the City and the Anacostia Watershed Society. Over 100 stormwater retrofit and best management practices were identified on both public and private property. Many of these have been named priority projects and some are being implemented using federal and state funds but most are in need of funding.

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

(3) Describe policies, initiatives or projects that the community will undertake or expand in order to reduce the SC Area's impact on the environment. Examples include but are not limited to: conservation or management of stormwater through retrofitting of streets and by-ways (Green Streets, rain gardens, etc.); retrofitting of facilities and homes for energy conservation; implementation of "green" building codes and mixed-use zoning; recycling of waste; clean-ups of watersheds; and, encouragement of "Buy Local" approaches that benefit local suppliers and food producers. A comprehensive menu of such actions may be found through the nonprofit Sustainable Maryland Certified initiative. *(Answer Space 4,000 characters)*

As described in the Natural Resources and Environmental Impact section of the Sustainable Communities Information, the City has a number of policies, initiatives, and projects in place to reduce the City's impact on the environment. As mentioned, the City is engaged in the Sustainable Maryland Certified program and is in the process of forming its SMC Green Team. While the Green Team will lead the City in determining which actions to pursue, based on community input, the City anticipates earning points in the following areas.

Community Action
- SMC Green Team Training
- Create a Green Team
- Complete a Green Team ACtion Plan
- Conduct Community Barriers and Benefits Assessment

Community Based Food System
- Establish and Promote Local Farmers Market
- Community Gardens

Energy
- Municipal Energy Audits

Greenhouse Gas
- Municipal Carbon Footprint
- Community Carbon Footprint

Health & Wellness
- Workplace Wellness

Local Economies
- Buy Local
- Green Business Recognition
- Green Purchasing

Natural Resources
- Tree City USA
- Pet Waste

Planning and Land Use
- DHCD Sustainable Communities

The College Park City-University Partnership sustainability strategy includes a focus on the integrated benefits of energy and water conservation, alternative energy production and emission controls, sustainable transportation, sustainable development, and integrated approached with existing groups, programs, and businesses that focus on reducing waste, saving money, and generating local jobs and revenue while protecting and restoring the natural resources of the community.

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

(4) Which community groups or stakeholders will be key to the implementation of the initiatives and projects noted in this section? *(Answer Space 4,000 characters)*

The City of College Park has an 8 member Green Team, which is tasked with implementing green practices at City facilities. The Green Team meets quarterly and encourages energy efficiency and waste reduction practices among employees. The team is also working on an environmentally preferable purchasing guide for the City.

The City also has a volunteer committee, the Committee for a Better Environment (CBE), which is made up of City residents with an interest in improving the environment and quality of life in College Park. The Committee elects its own Chair, and receives assistance from the Planning Department. CBE has a budget of $11,000. CBE meets monthly and membership is limited to a total of 25 individuals who are appointed by the Mayor and Council for renewable terms of 3 years. The Committee promotes beautification, sponsors Earth Day and Arbor Day activities, and provides support for local environmental projects and activities.

The University of Maryland is home to a number of resources that can provide expertise in developing integrated approaches to energy and water conservation, including the National Center for Smart Growth Research and Education, the Environmental Finance Center, the Office of Sustainability, and other on-campus non-profit groups.

The City of College Park is registered with Sustainable Maryland Certified and has passed a resolution establishing its Green Team.

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

B. Valuing communities and neighborhoods -- building upon assets and building in amenities:

(1) What are the key assets that exist in the community upon which the Plan's projects and initiatives will build? Assets may include physical assets such as parks and historic structures and also civic and economic assets such as employers, educational institutions, and cultural organizations and activities. *(Answer Space 4,000 characters)*

Although the City of College Park was granted a municipal charter in 1945, the area has a very historic past and many residential neighborhoods were well established by this time. The growth of these neighborhoods was shaped by the Baltimore-Washington Turnpike (now known as US 1 or Baltimore Avenue), the Maryland Agricultural College (now the University of Maryland), and the Baltimore and Ohio Railroad line (now the CSX Railroad and Metro Green Line). The Turnpike began in 1783 as one of the first stagecoach lines in the country and was one of the first federally funded mail routes (in 1812) and today carries traffic from Maine to Florida. US 1 runs through the center of the city and was constructed on the main north-south stagecoach route that existed in colonial times.

US 1 features prominently in College Park and is the main north-south route through the City. US 1 is also a central feature of the 84 square mile Anacostia Trails Heritage Area (ATHA), which was founded in 1997, and is dedicated to preserving, renovating, enhancing and publicizing the rich history, unmatched cultural facilities/offerings and recreational sites within Prince George's County. ATHA contains a diverse mix of historic, cultural, recreational, and environmental sites in Prince George's County, Maryland.

The City of College Park has multiple community-supported museums and interpretive facilities. The City of College Park is home to the College Park Airport, the oldest continuously operated airport in the nation, which was listed in the National Register of Historic Places in 1977. On December 1, 1973, the Maryland-National Capital Park and Planning Commission (M-NCPPC) purchased the airport to keep it as an operating airfield and preserve it as an historic site. In 1981 the Friends of College Park Airport approached M-NCPPC with an offer of financial support to start a museum in two buildings they had recently acquired from the school board. In September 1981, the College Park Airport Museum opened to the public. With the help of the newly formed Field of Firsts organization and its founder Jim Schultz, a councilman from College Park, funds were raised from the State of Maryland, matched by Prince George's County through M-NCPPC, and federal Inter-State Transportation Enhancement Act funds for the design and construction of a new museum. The new College Park Aviation Museum opened to the public on September 12, 1998. The museum is fundraising now for an addition to expand the existing facility.

A number of neighborhoods throughout the City have been actively engaged in collecting, organizing, and sharing local history records. Two books have been published that provide pictorial histories of the City and the Lakeland community: "Images of America: College Park," by College Park residents Stephanie Stullich and Katherine D. Bryant, published 2005 and "Images of America: Lakeland: African Americans in College Park," by the Lakeland Community Heritage Project, Inc., published 2009.

Key features in the Lakeland community are its churches, the Lakeland High School (a Rosenwald School), and the presence of the University of Maryland (a place of employment for many residents). The Lakeland High School opened its doors in 1928 and has served as a touchstone for young African Americans in the region for many generations. The building was used as a school until the 1970s and now houses the Brazilian Seventh Day Adventist Church.

Much of the rest of the city was developed in the 20th century, although houses in the Old Town and Berwyn neighborhoods are more than 100 years old. College Park is best known as the home of the University of Maryland, College Park. In addition to the University of Maryland, which is one of the City's largest employers, College Park is home to the National Archives and Records Administration II, University of Maryland University College, FDA Center for Food Safety and Nutrition, and IKEA.

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

(2) What policies, initiatives or projects will reuse or enhance the historical assets, traditional business districts/Main Streets and cultural resources of the community? What actions will reinforce your community's authentic "sense of place" and historic character? *(Answer Space 4,000 characters)*

Under former Governor William Donald Schaefer, the City of College Park was one of the first designated Maryland Main Street communities. Building on this and recognizing the need for reinvestment and revitalization, the City sought designation through the Preserve America program. College Park was designated a Preserve America community in November 2008 with the goals of designation including a greater shared knowledge about our Nation's past, strengthened regional identities and local pride, increased local participation in preserving the country's irreplaceable cultural and natural heritage assets, and support for the economic vitality of communities.

Even with historic commercial districts (downtown and Berwyn) and a wealth of historic resources, the bulk of the US 1 corridor and the College Metro Station area both lack a sense of place. US 1 is predominately characterized by suburban strip commercial development and the Metro is surrounded by a suburban office park and industrially-zoned property. The City must build on its historic past and incorporate sound design principles into new development to ensure that projects have an authentic character, create a sense of place, and respect the existing residential communities.

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

(3) Describe policies, initiatives or projects that will increase community access to green spaces, parks and other amenities? A community can gain social and physical benefits from access to a healthy natural environment. The inclusion of complete streets, trails, green space, parks and trees contribute to the character and health of a community. Examples might include improvements to the tree canopy by planting street trees, improving local neighborhood streams, or reusing a vacant lot for a new community park or playground. *(Answer Space 4,000 characters)*

The City owns and maintains 14 acres of parkland for local residents. The Maryland-National Capital Park and Planning Commission (M-NCPPC) has 660 acres of parkland and 15 acres of County Public School property (open space) that serve the City of College Park and vicinity. There is another 471 acres of passive open space contained in the areas surrounding the Indian Creek and Paint Branch stream valleys. The City is generally well served by park, recreation, and open space facilities although there are some deficiencies. The City falls short of the National Recreation and Park Association and Maryland State standard of 15 acres of "local" parkland for every 1,000 people by approximately 90 acres.

Efforts are underway to address the deficiency. The City will be developing a Parks and Open Space plan to ensure that the community has increased awareness of the available green spaces, parks and other amenities in the City. M-NCPPC has launched Formula 2040: Master Plan for Parks, Recreation and Open Space, which will chart the course for parks and recreation in Prince George's County and will be a component of the Prince George's County General Plan. The plan builds on the foundation of Parks & Recreation: 2010 and Beyond, a comprehensive needs assessment completed in 2010 and will give notice to the development community about proposals and policies for parkland acquisition, development of recreation facilities and provision of service infrastructure to support a first class park and recreation system.

The Sector Plan includes a number of policies that will guide park and open space planning and development along the US 1 corridor.
•   Create or renovate local parks with active recreational facilities within a ten-minute walking distance from all dwellings to provide play opportunities for youth and healthy activities for adults.
•   Link neighborhoods to the park trail systems.
•   Increase the recreation level of service at existing parks.
•   Develop a variety of park and recreational facilities based on community needs and interests.
•   In mixed-use redevelopment projects, integrate public green spaces within the Central US 1 Corridor with an emphasis toward creating safe, attractive spaces for socializing, free play, and programmed events for the public.
•   Create partnerships with governmental and nongovernmental providers to bring recreational services to more people.
•   Implement recommendations of the Paint Branch Watershed Study to protect parkland and private property from stream bank erosion and flooding.

The University of Maryland and City of College Park are proposing to implement a pilot bikeshare program that builds on the existing successful Capital Bikeshare program, operating in the District of Columbia and Virginia to encourage the use of alternate modes of transportation, bicycling in particular, by residents, students, faculty, staff and visitors to reduce vehicular traffic congestion and improve air quality and overall public health. The pilot program will include 4 stations on the University of Maryland campus at Stamp Student Union, McKeldin Mall, Regents Drive, and Eppley Recreation Center and 4 stations in the City of College Park at the Varsity, Hollywood Commercial District, Downtown College Park, and College Park/University of Maryland Metro Station. The stations will each feature 15 docks and 8 bikes for a total of 64 bikes.

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

(4) Which community groups or stakeholders will be key to the implementation of the initiatives and projects noted in this section? *(Answer Space 4,000 characters)*

College Park residents are strong advocates for the preservation and interpretation of the City's rich history. In particular, the Lakeland community has been active with the creation of the Lakeland Community Heritage Project, which was formed to preserve, record, and share the history of Lakeland, a century old African American community in College Park. With the formation of the Lakeland Community Heritage Project, has come the development of a website, walking tours and the creation of a walking tour brochure, as well as events such as a history gathering weekend and a Black History Month program.

As part of the designation of the Old Town College Park local historic district, the City of College Park recommended individuals to the Prince George's County Historic Preservation Commission for nomination to serve on the Local Advisory Committee. The Local Advisory Committee is a five member volunteer group that meets on a monthly basis to review Historic Area Work Permit applications and provide recommendations on those applications to the Prince George's County Historic Preservation Commission. The Local Advisory Committee has adopted rules of procedures. Staff from the City's Department of Planning, Community and Economic Development staffs the Local Advisory Committee.

The City has an appointed Recreation Board charged with supplementing the events and activities provided by the M-NCPPC.

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

C. Enhancing economic competitiveness

(1) What economic development policies, initiatives or projects will improve the economy through investments in small businesses and other key employment sectors? What economic development and business incentives will you build upon or implement as part of the SC Plan? Examples could include but are not limited to: green-taping for expedited project application review; permitting and inspection; job training; business tax credits; and, revolving loan funds. *(Answer Space 4,000 characters)*

COLLEGE PARK NEIGHBORHOOD BUSINESS ALLIANCE (CPNBA)
CPNBA grew out of a collaborative effort between local business owners and the City of College Park to support independent businesses in the City. As a result of ongoing discussions, local business owners made the decision to organize themselves formally, affiliating with the American Independent Business Alliance and incorporating as a non-profit in the state of Maryland in August 2011. The group has been holding networking and educational events for the City's local, independent businesses, which have including topics such as "How to Market Your Business Online" and "Tips for Negotiating Leases."

SHOP COLLEGE PARK INITIATIVE
Shop College Park is a city-managed website that is a one-stop source for information regarding restaurants, services, events, and attractions. The website was launched in 2008 and currently receives over 8,000 visits per month. The website provides the City with an easy method of updating the community on new businesses and events, while providing a web presence for every retailer and most other businesses on a single site. In order to increase its functionality and interactive capabilities, the City is funding a design update later this year.

BUSINESS ASSISTANCE PROGRAM
The City is currently offering a sign grant program that provides up to $2,500 in dollar for dollar matching grants to city businesses for the design, fabrication, and installation of storefront signs. By providing signage incentives, the City hopes to encourage new and existing businesses to improve their façades by upgrading their signs with quality materials. To this date, the City has awarded 17 businesses grants that amount to over $36,000.

REVITALIZATION AREA TAX CREDIT PROGRAM
The City is currently weighing a proposal from staff to implement a revitalization area tax credit program, which would provide eligible developments with a 5-year tax credit on city real property taxes based on the increased assessment attributed to the taxable improvements. The program would require developments to meet minimum criteria, which is meant to ensure that only high-quality developments receive the credit. The goal of this program is to promote the revitalization of the city's commercial and industrial areas.

COMMERCIAL TENANT IMPROVEMENT/FACADE IMPROVEMENT PROGRAM
City staff is currently exploring options for a program to provide grants for either commercial tenant improvements or facade improvements. The program would require a matching source from the recipient and would serve as a way to leverage public investment into the City's commercial districts.

CITY MARKETING PLAN
The City recently released an RFP for a consultant to formulate a marketing plan to attract residents, businesses, and visitors. The effort will include significant input from community stakeholders and the final product will include a new city logo, slogan, and marketing materials for various departments.

In addition to these city-specific initiatives and programs, the City participates in many State and County programs including, but not limited to, Department of Housing & Community Development's Neighborhood Business Works Loan Program, Community Legacy, and Prince George's County's Economic Development Incentive Fund.

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

(2) What workforce development policies, initiatives or projects will increase access to jobs and economic opportunity for residents in the SC Area? Do you have a goal for job creation? Are green jobs an opportunity in the jurisdiction or SC Area? *(Answer Space 4,000 characters)*

The City has a significant amount of jobs compared to residents, as it is home to major employers in the University of Maryland, University of Maryland University College, National Archives and Records Administration, National Oceanic and Atmospheric Administration, Food and Drug Administration, American Center for Physics, Ikea, and hundreds of other retail, office, and industrial businesses. The City expects future job creation to follow new development, primarily in the retail and office sectors along with the building out of M Square Research Park.

In order to increase high-quality job opportunities, the City actively engages various incubators located on the University of Maryland campus to discuss strategies that will result in retaining their clients as long-term ventures in College Park. Most of these businesses are technology-focused and would bring highly-skilled positions to the City. Additionally, the City's economic development department, as well as the Prince George's County EDC, focuses on business attraction, retention, and expansion efforts.

Other efforts include a work group formed by Hispanic-owned businesses in North College Park and a strong relationship with the Capitol Region Small Business Development Center for existing and new businesses.

Due to City initiatives and rules regarding green building codes, opportunities for green jobs will be available in the Sustainable Community Area.

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

(3) Describe whether the Sustainable Community will be impacted by the Base Re-alignment and Closure (BRAC) activities in Maryland. If impacted, how do the initiatives and projects in your Plan complement BRAC-related growth? (If not applicable, all ten points will be assessed based on answers to questions 1, 2, and 4) *(Answer Space 4,000 characters)*

The City of College Park does not anticipate any significant impact by the BRAC activities in Maryland.

IV. SUSTAINABLE COMMUNITY ACTION PLAN

(4) Which community groups or stakeholders will be key to the implementation of the initiatives and projects noted in this section? *(Answer Space 4,000 characters)*

• Mayor and City Council
• Residents
• City Staff
• College Park City-University Partnership
• The Maryland-National Capital Park and Planning Commission
• 21st District State Delegation
• Prince George's County Office of the County Executive
• Prince George's County Council - Districts 1 and 3
• Prince George's County Economic Development Corporation
• Washington Metropolitan Area Transit Authority
• Prince George's County Public Schools
• University of Maryland, College Park
• Business and Property Owners

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

D. Promoting access to quality affordable housing.

(1) What housing policies, initiatives or projects will expand housing choices - rental and homeownership -- for people of a range of ages, incomes, and also for disabled individuals? How will these actions address the current housing conditions and needs noted in Section II? *(Answer Space 4,000 characters)*

POLICIES
• Encourage the private sector to develop high quality, market rate single family (attached and detached) and multifamily housing.
• Provide opportunities for high density housing in mixed-use areas
• Ensure that the University of Maryland and the private sector provide suitable housing to meet the needs of undergraduate and graduate students on or near campus.
• Ensure that the housing needs of seniors are met within the community
• Ensure that new development contributes to the City's tax base to the maximum extent possible
• Ensure the availability of housing for households of all income levels
• Strengthen College Park neighborhoods by reducing the number of single-family homes that are converted to group rental properties.
• Encourage private reinvestment by homeowners consistent with a neighborhood's character.
• Promote homeownership in the City of College Park.
• Address public safety in neighborhoods.
• Strengthen City code enforcement efforts and engage the community.
• Promote quality local schools to support families living in College Park neighborhoods
• Make neighborhoods more pedestrian, bicycle, and transit friendly.
• Provide financial assistance to support revitalization efforts.
• Seek funding from county, state, and federal grant and loan programs.
• Encourage private sector investment in public infrastructure.

INITIATIVES
• In order to encourage the construction of housing instead of commercial strip development, US Route 1 was zoned Mixed-Use-Infill
• As mentioned previously in the Economic Conditions section, the City has implemented three programs in recent years to increase homeownership rates: a Homeownership Grant Program, a Rent Stabilization Ordinance, and Work Live College Park.
• The City is in the process of enacting a Revitalization Area Tax Credit Program that would provide incentives for redevelopment including housing projects.

PROJECTS
• The current plan for the College Park metro station area is being reopened to make zoning and use changes that will encourage housing development with direct access to transit.
• The University of Maryland recently completed a student housing study and is working on a faculty housing study at this time.
• The College Park Housing Authority is exploring options to complete a $5 million rehabilitation of Attick Tower, a low-income, senior housing development.
• The College Park City-University Partnership is applying for a charter school, College Park Academy, which will provide a quality education option for residents.

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

(2) Will these housing initiatives or projects increase access to transit or community walkability and/or decrease transportation costs? In other words, will the housing investments result in more people living near work or town centers, or able to more conveniently reach work, school, shopping and/or recreation? *(Answer Space 4,000 characters)*

The City of College Park is committed to promoting a walkable, transit-accessible community that will provide residents with easy access to work, shopping, school, and recreation. The continued redevelopment of vacant and underutilized sites along Route 1 is sure to increase access to transportation, while also creating a vibrant atmosphere that will encourage more residents to walk and bike to their destination.

In its current form, Route 1 is viewed as an unsafe pedestrian environment that discourages biking and walking due to a lack of well-marked crossing points and bike lanes among other issues. Many properties are automobile centric with drive-thrus and parking that fronts Route 1, which create a disjointed environment that is not pedestrian friendly. The City worked with M-NCCPC to create the 2010 Central US 1 Sector Plan that created new development standards to shape the future of Route 1. The plan creates walkable nodes along Route 1 that are structured to create an environment that promotes transit and walkability. Recent development such as The Enclave, University View I & II, and The Varsity have started to shift the Midtown area of town towards a more walkable environment with increased density, street front retail, and parking behind the buildings. This trend is expected to continue as new development occurs throughout the Route 1 corridor.

Additionally, the City recently applied for a grant from the Maryland Transit Administration to launch a bike sharing program modeled after the District of Columbia's successful system. The City partnered with the University of Maryland on the application and plans to have the system ready by the end of the year if awarded funding.

In the near future the City anticipates focusing heavily on redevelopment of the area near the College Park metro station, as two opportunities exist to reshape properties into a mixed-use neighborhood. The main site is an 11-acre area between the College Park metro station and College Park Airport, which would provide significant opportunities for people to live within a few blocks of public transportation. The City is working with WMATA, private land owners, Prince George's County, and M-NCPPC to explore initial concepts for the area and assemble property to allow for redevelopment. The second site is a property owned by WMATA, which is currently under a joint development agreement with a private developer to build market-rate housing and other commercial uses. The City expects the development of this site to take place in the near future and spur further redevelopment near the site. These areas provide the City with an opportunity to create a new neighborhood focused on transit access and walkability.

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

(3) What is your goal for of number of units to be created of affordable workforce housing, rental and homeownership? What populations (by income or special needs) will benefit from this increased access to affordable housing? *(Answer Space 4,000 characters)*

GOALS
• Increase the supply of conventional housing in neighborhoods by approximately 3% annually, which equates to the goal of building 246 additional units each year.
• Increase the percentage of mixed-use development so that a minimum of two in ten new dwellings is located in mixed-use projects by 2015.
• Increase the number of University of Maryland faculty and staff living in College Park from 5% to 25%, which equates to a housing need for 2,600 additional faculty and staff.
• Increase percentage of graduate students within College Park from 17% to 30%, which equates to a housing need for 1,400 additional graduate students.
• Reduce the percentage of renter-occupied, single-family homes from 24% to 10%.
• Increase homeownership to 65 percent Citywide.

Using approved detailed site plans as the standard, there are currently over 911 units in the development pipeline. These units include market rate rentals and private student housing developments. In addition to these units, several other vacant or underutilized sites are expected to move forward with detailed site plans in the near future. These projects could provide over 1,200 additional units to College Park. Beyond these near term opportunities, additional housing development is expected to take place near the College Park metro station in the coming years. A market study is set to take place later this year to address the housing demand for the metro station area, which will help guide the redevelopment of this area.

All of the projects are expected to provide College Park with a diverse set of housing choices, which are sure to benefit all populations from increased access to housing.

(4) Which community groups or stakeholders will be key to the implementation of the initiatives and projects noted in this section? *(Answer Space 4,000 characters)*

• Mayor and City Council
• Residents
• City Staff
• College Park City-University Partnership
• The Maryland-National Capital Park and Planning Commission
• 21st District State Delegation
• Prince George's County Office of the County Executive
• Prince George's County Council - Districts 1 and 3
• Prince George's County Economic Development Corporation
• Washington Metropolitan Area Transit Authority
• Prince George's County Public Schools
• University of Maryland, College Park
• Business and Property Owners

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

E. Support transportation efficiency and access.

(1) What policies, strategies and projects are envisioned to strengthen the transportation network that affects the proposed SC Area? How will these initiatives support transportation choices (including walking, bicycling, bus or rail transit, and carpooling) or otherwise promote an efficient transportation network that integrates housing and transportation land uses? *(Answer Space 4,000 characters)*

The City of College Park is fortunate to be served by two Metro Stations on the Green Line with MARC service also available at these stations. The proposed Purple Line will run through the city including across the University of Maryland campus and will have six stations that serve the nearby population. Planning for these stations is underway now and includes addressing pedestrian and bicycle access to them.

The Bus Route 17 (county operated) has been rerouted and rebranded as the Route 1 Ride and now serves as shuttle service along the Route 1 corridor from Mount Rainer to the beltway and to the College Park Metro Station. A bus wrap and marketing material to promote attractions and businesses is in development.

The city has a Memorandum of Understanding with the university to allow city residents to ride the Shuttle UM, a bus service previously reserved for students only. The city pays for and provides Shuttle UM passes to residents on request. A single "university pass" that allows students to access all forms of transit in the city regardless of provider is a desired goal but has met with stumbling blocks.

The city, along with the university, recently submitted a joint application to the state for implementation of a bikeshare program both on and off campus. The university recently completed a Facilities Master Plan recommending such a system along with improved bicycle infrastructure on campus and the city is in the process of initiating a Bicycle Master Plan to further accommodate this growing mode of transportation.

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

(2) If applicable, describe the SC Area's connection or proximity to transportation centers (e.g. Metro, MARC, and light rail stations) and describe opportunities for Transit - Oriented Development (TOD). Will Plan strategies and projects contribute to jobs/housing balance or otherwise provide a mix of land uses that can be expected to reduce reliance on single-occupancy automobiles? (If transit or TOD is not applicable in your community, all points in this section will be based on questions 1 and 3) *(Answer Space 4,000 characters)*

As stated in (1) above, the city is served by Metro, and MARC and planned to be served by light rail. Transit-oriented development is all ready planned on WMATA property at the Metro Stations and the TOD potential for the Purple Line stations is currently being studied by the M-NCPPC in a series of community meetings with a report and recommendations to be issued in a few months. The city has previously studied the TOD potential in the area known as Kropp's Addition across from the College Park Metro Station and has identified it as an appropriate location for new housing development. Similarly, the city held a charrette for the area near the proposed west campus station of the Purple Line and showed how the area might develop with a variety of housing types and become a new neighborhood adjacent to the university.

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IV. SUSTAINABLE COMMUNITY ACTION PLAN

(3) Which community groups or stakeholders will be key to the implementation of the initiatives and projects noted in this section? *(Answer Space 4,000 characters)*

The key stakeholders charged with implementation will be government agencies, landowners and the private sector. The support of adjacent neighborhoods and the community at large will also be necessary to the success of TOD and other transportation initiatives.

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V. PROGRESS MEASURES

For the Plan parts of section IV (A through F):

(1) List the specific outcomes that the Plan seeks to produce. *(Answer Space 4,000 characters)*

ECONOMIC DEVELOPMENT
• Redevelop downtown into a vibrant, walkable community with an environment accessible to all ages.
• Revitalize the Hollywood Neighborhood Commercial District into a vibrant shopping area by addressing issues of visibility, access, and lack of identity
• Increase retail, recreational, and entertainment amenities for students, residents, workers, and visitors
• Realize development in the area surrounding the College Park Metro Station.
• Encourage college graduates, particularly University of Maryland grads, to live and work in the city.
• Attract advanced technology and professional employers to College Park to diversify employment base.
• Support local, independent businesses through the College Park Neighborhood Business Alliance
• Create a critical mass of retail focused on the walkable nodes on US Route 1.

HOUSING
• Increase the number of UM faculty and staff living in the City
• Decrease group rentals of single family homes
• Increase affordable housing west of Route 1 and south of 193 for undergraduate and graduate students within walking distance of campus
• Increase access to transit, including the development of housing near the College Park Metro Station
• Ensure the densest residential development and most diverse mix of housing types occur at the walkable nodes on US Route 1.

COMMUNITIES & ENVIRONMENTAL
• Integrate the benefits of energy and water conservation, alternative energy production and emission controls
• Promote sustainable transportation
• Promote sustainable development
• Adopt an integrated approach with existing groups, programs, and businesses that focuses on reducing waste, saving money, and generating local jobs and revenue while protecting and restoring the natural resources of the community.

TRANSPORTATION
• Provide a continuous network of sidewalks, bikeways and trails as alternate forms of transportation
• Coordinate bus transit operations to encourage increased ridership
• Provide complete streets that cater to all users, not just the automobile, particularly along US Route 1, MD 193, Paint Branch Parkway and River Road
• Reduce traffic congestion on US Route 1 by promoting the use of transit, encouraging mixed-use development and comprehensively managing and pricing parking on and off campus
• Enhance connectivity between the campus and city and between the city and the region by investing in current initiatives such as the rebuilding of Route 1, implementing Capital Bikeshare and constructing the Purple Line

(2) And, list the specific benchmarks that will be used to measure progress toward these outcomes. *(Answer Space 4,000 characters)*

ECONOMIC DEVELOPMENT
• Increase percentage of private, professional service jobs in College Park from 16% to 30%.
• Increase number of University-affiliated companies that locate in College Park upon graduation from University incubators to 50 from 4 currently.
• Maintain the percentage of locally-owned and/or independent businesses at nearly 60%.
• Increase amount and diversity of retail amenities from 150 to 300 businesses.

HOUSING
• Reduce the percentage of renter-occupied, single-family homes from 24% to 10%.
• Increase the number of faculty and staff living in College Park from 5% to 25%.
• Increase percentage of graduate students within College Park from 17% to 30%.
• Increase percentage of undergraduate students living west of Route 1 and south of Metzerott from 39% to 70%.
•Increase the supply of conventional housing in neighborhoods by approximately 3% annually, which equates to the goal of building 246 additional units each year.

COMMUNITIES & ENVIRONMENTAL
• Achieve 150 points and obtain Sustainable Maryland Certification
• Increase percentage of energy consumptions from renewable energies
• Increase recycling rate
• Achieve a minimum of LEED Silver certification in all new development

TRANSPORTATION
• Increase number of students/employees/residents walking and biking locally
• Increase ridership of public transit
• Increase ridership on Shuttle UM

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• Increase number of Shuttle UM passes issued to College Park residents
• Reduce number of campus parking permits
• Reduce number of pedestrian/bicycle crashes on Route 1
• Increase annual investment in new sidewalk construction, bicycle facilities and transit amenities
• Annual funding levels and percentage completion for design and reconstruction of Route 1
• Reduce commute times for local residents and UM employees

REPLACE THIS PAGE WITH LOCAL GOVERNMENT SUPPORT RESOLUTIONS

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SUSTAINABLE COMMUNITY APPLICATION
DISCLOSURE AUTHORIZATION AND CERTIFICATION

The undersigned authorizes the Department of Housing and Community Development (the "Department") to make such inquiries as necessary, including, but not limited to, credit inquiries, in order to verify the accuracy of the statements made by the applicant and to determine the creditworthiness of the applicant.

In accordance with Executive Order 01.01.1983.18, the Department advises you that certain personal information is necessary to determine your eligibility for financial assistance. Availability of this information for public inspection is governed by Maryland's Access to Public Records Act, State Government Article, Section 10-611 et seq. of the Annotated Code of Maryland (the "Act"). This information will be disclosed to appropriate staff of the Department or to public officials for purposes directly connected with administration of this financial assistance program for which its use is intended. Such information may be shared with State, federal or local government agencies, which have a financial role in the project. You have the right to inspect, amend, or correct personal records in accordance with the Act.

The Department intends to make available to the public certain information regarding projects recommended for funding in the Sustainable Community Plan. The information available to the public will include the information in this application, as may be supplemented or amended. This information may be confidential under the Act. If you consider this information confidential and do not want it made available to the public, please indicate that in writing and attach the same to this application.

You agree that not attaching an objection constitutes your consent to the information being made available to the public and a waiver of any rights you may have regarding this information under the Act.

I have read and understand the above paragraph. Applicant's Initials: _____

Anyone who knowingly makes, or causes to be made, any false statement or report relative to this financial assistance application, for the purposes of influencing the action of the Department on such application, is subject to immediate cancellation of financial assistance and other penalties authorized by law.

The undersigned hereby certifies that the Sustainable Communities Plan or Project(s) proposed in this Application can be accomplished and further certifies that the information set herein and in any attachment in support hereof is true, correct, and complete to the best of his/her knowledge and belief.

Authorized Signature	Print Name and Title	Date

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